

To: Staszak, Cynthia[cstaszak@blm.gov]
Cc: Ginn, Allison[aginn@blm.gov]; Larry Crutchfield[lcrutchf@blm.gov]; Richardson, Michael[mjrichardson@blm.gov]
From: Betenson, Matthew
Sent: 2017-12-12T18:22:32-05:00
Importance: Normal
Subject: Re: GSENM FRN Comm Plan
Received: 2017-12-12T18:23:03-05:00
CommPlan FRN GSENM 121218 MB.docx

A couple of extra comments:

On Tue, Dec 12, 2017 at 4:17 PM, Staszak, Cynthia <cstaszak@blm.gov> wrote:

Allison:

I added some contact names to your list and crossed out the wrong target audience paragraph.
Larry & Matt may have additional info/edits.

***Cindy Staszak
Monument Manager
Grand Staircase-Escalante National Monument
669 S. Hwy 89-A
Kanab, UT 84741
Office: 435 644-1240
Cell: 435 691-4340
Fax: 435 644-1250***

On Tue, Dec 12, 2017 at 10:13 AM, Ginn, Allison <aginn@blm.gov> wrote:

GSENM-

We were asked to draft a comm plan for the release of the NOI for the new land use plan under a very short turnaround. We were specifically asked to include Q&As about interim management, even though we would not normally do so for an NOI.

Can you please help fill out the contact lists for tribes, NGOs, local government, etc. and also draft text for any highlighted placeholders. We are requesting this information as soon as possible. Please also point out any factual errors in the document so that we can correct them.

As I understand it, the NOI is at the WO/DOI level pending finalization of language for the Federal Register Notice. We have not been asked to provide briefing materials, as the NOI is expected to be fast-tracked. We do need a comprehensive comm plan for the roll-out of the NOI, which could happen very soon.

Thank you- and apologies for the short notice.

Regards,

Allison Ginn
External Affairs (Detail)
Bureau of Land Management
Utah State Office
801-539-4
195

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Matt Betenson
Associate Monument Manager

Grand Staircase-Escalante National Monument
669 South HWY 89A, Kanab, UT 84741
435-644-1205 435-644-1250 fax

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Notice of Intent to Prepare Resource Management Plans for the Grand Staircase-Escalante National Monument-Grand Staircase, Kaiparowits, and Escalante Canyon Units and Federal Lands previously included in the Monument that are excluded from the Boundaries and Associated Environmental Impact Statement

**Communication Plan
December 2017**

INTRODUCTION

The Bureau of Land Management's (BLM) Grand Staircase Escalante National Monument (GSENM) and Kanab Field Office (KFO) are publishing a Notice of Intent (NOI) that the BLM GSENM and Kanab Field Office, Kanab, Utah, intend to prepare RMPs for the GSENM Grand Staircase, Kaiparowits, and Escalante Canyon Units, and federal lands previously included in the Monument that are excluded the boundaries. These land use plans will encompass BLM administered surface in Garfield and Kane Counties, Utah.

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BACKGROUND

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KEY MESSAGES

1. The BLM's multiple use and sustained yield mission is to sustain the health and productivity of the public lands for the use and enjoyment of present and future generations. We accomplish this by managing public lands for uses as diverse as the lands themselves.
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3. Existing management plans remain in effect until new plans are developed. The new land use plans will provide clarity for the public and permittees on how they can enjoy and use public lands within the monument. The land use plan will also clearly describe how public lands outside the monument will be managed, according to other relevant laws and resource considerations.
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TALKING POINTS

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1. [REDACTED]

2. [REDACTED]

3. [REDACTED]

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5. [REDACTED]

6. [REDACTED]

7. [REDACTED]

8. [REDACTED]

9. [REDACTED]

10. [REDACTED]

- We will provide additional opportunities for public participation upon publication of the Draft EIS.

COMMUNICATION GOALS

- Ensure the public is notified of the intent to develop a new land use plan and associated EIS;
- Encourage public participation in the land use planning process;
- Educate external stakeholders and media representatives about land use plan goals and processes;

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- Ensure the public is aware of how they can participate in the process and submit comments regarding the land use plan;
- Ensure BLM Utah is prepared to respond to media inquiries with one voice and a consistent message.

COMMUNICATION TACTICS

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SOCIAL MEDIA

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QUESTIONS AND ANSWERS

Why is the BLM conducting land use planning?

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How do I comment on the Notice of Intent?

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What are the major differences between the previous GSENM boundary established in 1996 and the revised monument boundary established in 2017?

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INTERIM MANAGEMENT Q&As

How will BLM manage paleontological resources within both the original and modified boundaries of GSENM?

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How will BLM manage leasable mineral resources within both the original and modified boundaries of GSENM?

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How will BLM manage locatable mineral resources within both the original and modified boundaries of GSENM?

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How do changes in the GSENM boundary affect travel management or route designations?

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How do changes in the GSENM boundary affect livestock grazing management?

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Can I still visit the new national monument?

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Can I hunt or fish within the new national monument?

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Do changes in the GSENM boundary affect the need for overnight camping permits?

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ADDRESSES:

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TICK TOCK

Date	Action	Responsibility
(b)(5) DPP	Set public meeting dates, times, locations	UTSO Public Affairs/GSENM
	Week Ahead for WO	UTSO Public Affairs/GSENM
	Confirm inbox ready to receive comments	GSENM
	Finalize news release and coordinate with all appropriate State/District/Field Office and Washington Office (WO)/National Program Office managers, staff, and specialists	UTSO Public Affairs

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	Call Congressional district and Senate staff	WO Kim Finch (DC) GSENM Manager
	Call or email Kane and Garfield County representatives	GSENM Manager
	Post news release to BLM Utah website	Webmaster/social media manager
	Email news release to media, adjacent landowners, and stakeholders	UTSO and GSENM PAO
	Share on Facebook and Twitter	Webmaster/social media manager

TARGET AUDIENCES:

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Specific contacts are provided in the following tables. Primary contacts include:

- Congressional officials
- State Agencies: Governor, Public Land Policy Coordination Office
- Local government agencies: Garfield and Kane counties
- Other federal agencies: National Park Service, US Fish and Wildlife Service, etc.
- Tribes: Hopi, Zuni, Navajo, Kaibab Paiute, Paiute Tribes of Utah, San Juan Paiute, and Ute.
- Local communities (Kanab, Escalante, Big Water, Cannonville, Boulder, Glendale)
- Recreationists (backpacking, hiking, mountain biking, rock art/archaeology/paleontology groups, OHV users)
- Special interest groups/Nonprofit organizations: Grand Staircase Escalante Partners, Glen Canyon Natural History Association, Southern Utah Wilderness Alliance, The Grand Canyon Trust, Great Old Broads for Wilderness, etc.
- Industry energy, grazing, mining
- Local law enforcement agencies
- Cultural resources preservation organizations

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- Private landowners adjacent to or near planning area boundaries
- GSENM Monument Advisory Council
- General media for Salt Lake City and Kanab/Escalante area
- General public (via project mailing list)

Congressional

Group	Contact	Contact Info
Sen. Orrin Hatch	Romel Nicholas	romel_nicholas@hatch.senate.gov
Sen. Mike Lee	Heath Hansen	heath_hansen@lee.senate.gov
Rep. Rob Bishop	Adam Stewart	adam.stewart@mail.house.gov
Rep. Chris Stewart	Cam Madsen	cam.madsen@mail.house.gov
Rep. John Curtis	Ryan Leavitt	ryan.leavitt@mail.house.gov
Rep. Mia Love	Joshua Satterfield	joshua.satterfield@mail.house.gov

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Media

Group	Contact	Contact Info	Responsible
Statewide media list	Various	Various	(b)(5) DPP

Utah State Government

Group	Contact	Contact Info	Responsible
Utah State Government	Cody Stewart	Phone: (801) 538 8802 Email: codystewart@utah.gov	(b)(5) DPP
Liaison to BLM	Carmen Bailey	Email: carmenbailey@utah.gov	

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PLPCO	Kathleen Clarke	Phone: (801) 538 7107 Email: kathleenclarke@utah.gov
State Historic Preservation Office	Chris Merritt	Email: cmerritt@utah.gov

National Park Service

Group	Contact	Contact Info
NPS, Glen Canyon National Recreation Area	Billy Shott Superintendent	Phone: 928 608 6205 Fax: 928 608 6204 Email: billy_shott@nps.gov
NPS, Glen Canyon National Recreation Area	Erin Janicki Chief of Planning and Compliance	Phone: 928 608 6205 Fax: 928 608 6204 Email: erin_Janicki@nps.gov

Environmental/Conservation

Group	Contact	Contact Info
The Wilderness Society	Phil Hanceford	Phone: 303 650 5818 ext 122 Email: phil_hanceford@tw.s.org
Grand Canyon Trust	Mary O'Brien	Phone: 435 259 6205 Email: (b) (6)
Southern Utah Wilderness Alliance	Neal Clark, Field Attorney	Phone: 435 259 7090 Email: neal@suwa.org
Western Watersheds Project	Jonathan Ratner	Phone: 877 746 3628 Office: 801 328 3550 Email: jonathan@westernwatersheds.org

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Western Watersheds Project	Laura Welp	Phone: 435 644 8129 Email: laura@westernwatersheds.org
Wild Utah	Jim Catlin	Phone: 801 389 1639 Email: jim@wildutahproject.org

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